

1 What is claimed is:

2 1. An interactive television network, comprising:

3 a data locator for locating data, the data locator being in communication with a  
4 set-top terminal for accessing other interactive television network components and for  
5 providing broadcast programming to a subscriber through a television connected to the  
6 set-top terminal;

7 one or more memories containing at least three of the following data accessible by  
8 the data locator:

9 television listing data containing broadcast programming scheduling  
10 information relating to past, current, and future scheduled programming on the interactive  
11 television network;

12 programming content data containing audio and video content of  
13 previously broadcast programming on the interactive television network;

14 email data containing email for interactive television network subscribers;

15 and

16 interactive television network subscriber voice mail database containing  
17 voice mail information for interactive television network subscribers' telephones.

1 2. An interactive television network according to Claim 1, wherein the  
2 television listing data includes for each program a title, a broadcast channel, a  
3 broadcast time, a broadcast duration, a program content description, a program rating,  
4 a program category, and another air time.

1 3. A method according to Claim 1, wherein the programming content data  
2 includes at least one of closed caption information, speech transcription, video  
3 information, program title, program rating, program category and another air time.

4. A method according to Claim 1, wherein the programming content data includes at least one of metadata and XML data.

5. An interactive television network according to Claim 1, wherein the one or more memories further include:

billing data for interactive television network subscribers;

help data to respond to questions of interactive television network subscribers;

personal information for each interactive television network subscriber;

calendar information for each interactive television network subscriber; and

financial information for each interactive television network subscriber.

6. An interactive television network according to Claim 4, wherein the personal information includes payment method, credit card information, debit card information, network subscriber's name, telephone number information, address information, and a history of purchases for each network subscriber.

7. An interactive television network according to Claim 1, wherein the television screen includes a title safe portion and an action safe portion.

- 1           8.     An interactive television network, comprising:
- 2                 a data location means for locating data, the data location means being in
- 3     communication with a set-top terminal means for accessing other network components
- 4     and for providing broadcast programming to an interactive television network subscriber
- 5     through a television means connected to the set-top terminal for displaying programming;
- 6                 at least three of the following databases accessible by the data location means:
- 7                     a television listing database containing broadcast programming scheduling
- 8     information relating to past, current, and future scheduled interactive television network
- 9     programming;
- 10                 a programming content database containing audio and video content of
- 11     previously broadcast programming on the interactive television network;
- 12                 an email database containing email for interactive television network
- 13     subscribers; and
- 14                 a subscriber voice mail database containing voice mail information for
- 15     interactive television network subscribers' telephones.

1           9.     A method for operating an interactive television network, comprising:

2           providing a data locator for locating the data, the data locator being in  
3     communication with a set-top terminal for accessing other network components and for  
4     providing broadcast programming to a subscriber through a television connected to the  
5     set-top terminal, and memory containing at least three of the following types of data  
6     accessible by the data locator:

7           television listing data containing broadcast programming scheduling  
8     information relating to past, current, and future scheduled interactive television network  
9     programming;

10          programming content data containing audio and video content of  
11     previously broadcast programming on the interactive television network;

12          email data containing email for interactive television network subscribers;

13     and

14          subscriber voice mail data containing voice mail information for  
15     interactive television network subscribers' telephones;

16          receiving, with the set-top terminal, a request from an interactive television  
17     network subscriber;

18          communicating with the memory to retrieve one or more of the at least three types  
19     of the data; and

20          forwarding the at least three types of the data to the interactive television network  
21     subscriber.

1           10.    A method according to Claim 9, further comprising:

2           recording at least a portion of the broadcast programming in the memory during  
3     the broadcast of the broadcast programming;

4 receiving one or more requests from network subscribers to rebroadcast the  
5 broadcast programming;  
6 retrieving the broadcast programming from memory; and  
7 replaying the broadcast programming from the memory to the one or more  
8 network subscribers to provide broadcast quality video to the one or more network  
9 subscribers.

1 11. A method according to Claim 9, wherein the communicating step  
2 includes searching through closed caption data, broadcast time, broadcast channel, a  
3 content category, content theme, and a content therein.

1 12. A method according to Claim 9, wherein the forwarding step includes  
2 providing only a portion of a program to the network subscriber.

1 13. A method according to Claim 12, wherein the program portion  
2 includes only a portion of the frames of the program.

1 14. A method according to Claim 9, wherein the forwarding step includes  
2 providing a location indicator of the at least three types of data to the network subscriber.

1 15. A method according to Claim 9, wherein the location indicator is a pointer  
2 to a time stamp in a multimedia stream.

1 16. A method according to Claim 9, further comprising:  
2 receiving from the network subscriber an email message including the location  
3 indicator; and

4 delivering the email message to a second network subscriber.

1 17. A method according to Claim 9, further comprising:  
2 displaying a virtual keyboard to the network subscriber, the virtual keyboard  
3 being located entirely in a title safe portion of the television screen; and

4 receiving from the network subscriber a signal corresponding to a key on the  
5 virtual keyboard.

1 18. A method according to Claim 9, wherein the broadcast programming  
2 includes a data structure providing a network address and further comprising:  
3 rendering a bug on the television screen;  
4 receiving, from the network subscriber, a signal associated with the bug; and  
5 in response thereto, sending a signal to the network address.

1           19.     A method for using an interactive television network, comprising:  
2           providing a multimedia broadcast stream to a set-top terminal, the broadcast  
3           stream containing a network address;  
4           rendering a first picture on a television containing at least one bug associated with  
5           the network address;  
6           receiving a signal from an interactive television network subscriber relating to the  
7           bug; and  
8           performing a predetermined action in response to receipt of the signal.

1           20.     The method of Claim 19, wherein the performing step includes:  
2           rendering a second picture on the television presenting information related to the  
3           bug; and  
4           providing the information to a computational component.

1           21.     The method of Claim 19, wherein the network address is at least one of  
2           a universal resource locator and a channel.

1           22.     The method of Claim 19, wherein the multimedia broadcast stream  
2           includes an advertisement from the vendor.

1           23.     The method of Claim 22, wherein the bug is rendered as a request to  
2           purchase a good or service in the advertisement.

1           24.     The method of Claim 19, wherein the second picture includes a  
2           confirmation request.

1           25.     The method of Claim 19, wherein the rendering step includes the steps of  
2           accessing a database containing personal information associated with the network  
3           subscriber, the database being maintained by a network operator, and including the  
4           retrieved personal information in the purchase information.

1           26.     The method of Claim 19, further comprising:

2           connecting the subscriber with the vendor.

1           27.     The method of Claim 19, further comprising prior to the rendering of the

2     second picture:

3           retrieving personal information corresponding to the interactive television

4     network subscriber from memory; and

5           completing at least one field, using the personal information, in an electronic

6     order form associated with the vendor and wherein the at least partially completed order

7     form is at least part of the information presented to the interactive television network

8     subscriber in the second picture.